

State Library of North Carolina

UPDATE

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March 2004



Honorary Start Squad Debut

Teens from area public libraries served as Honorary Start Squad members at the Native American PowWow in Durham on February 21. The teens handed out promotional materials, gave web site demonstrations and chatted with children and their parents about the Start Squad portal. From left to right: Andrea Nicholson, Rachel Rowe, Shirin Bam, Alison Steigerwald, and Nicholas Barbee.

Start Squad Promotions Made Easy

A concerted effort is being made this year to promote *StartSquad.org*, the web portal for kids developed by North Carolina librarians. The portal features over 200 sites and comes complete with a “Start Squad,” a cast of Web characters to guide kids through the portal.

The State Library has developed additional materials and messages to heighten awareness and increase use of the kids’ portal. The Honorary Start Squad, children in the community who are interested in the library and enjoy using its resources, bring the Web characters to life and help promote the portal at community events. At the events the children demonstrate the portal, distribute information and share their enthusiasm. T-shirts and canvas bags have been printed with the Honorary Start Squad logo, and pencils with the Start Squad URL make great handouts.

Pam Jaskot, Consultant for Library Communications, has been working with public libraries to promote the Honorary Start Squad. Promotions could be at events such as a Summer Reading kick-off, community festivals, community sporting events—places where lots of families and children are in attendance. In addition to hosting the Honorary Start Squad at the larger events, plans are to develop marketing packets for librarians to use for programs at their libraries (story hours, parenting workshops, etc.). The packets will include sample press materials, t-shirts and bags to help libraries recruit their own Honorary Start Squad members. Pencils and posters are also available.

If you have an event suitable for an Honorary Start Squad or are interested in the marketing packets, please contact Pam Jaskot by phone at 919/807-7421 or by e-mail at <pjaskot@library.dcr.state.nc.us>.

Continuing Education

Master Trainer

Congratulations are in order for the 11 participants selected for the Master Trainer class of 2004!! Selected out of 26 applications from across the state, the staff began their first training session at the State Library on March 8th.

The State Library developed the Master Trainer program in 1997 as a pilot project in response to the increased need for technology training for local library staff. This program teaches principles of training design and presentation to selected library staff who then provide in-house training for their library. Our goal in adding more Master Trainers each year is that a library or library system without a Master Trainer is able to call on one nearby.

The program is built on a 'trains the trainer' foundation so that the skills learned can be applied to any topic, in any setting. The first session is one week long and teaches principles of adult learning. Participants work together to develop and present a training session based on these principles.

The second session requires a return trip to the State Library for two days when participants receive additional instruction and both group and individual coaching on the training design they've started for a workshop they will conduct at their home library.

The third session, or Showcase, is a celebration event that involves one day of meeting with all the previous classes of Master Trainers and one day "showcasing" the design of the training they presented in their library. Directors and supervisors of the current class of Master Trainers are special guests at the Showcase so they can see the wealth of training topics and ideas available.

The most important thing the Master Trainers do is return to their library with more tools to train others. Master Trainers meet in regional groups and all gather together a couple of times each year to sharpen their skills and share ideas and techniques. Master Trainers can provide in-person training and share training materials with staff in other libraries.

Webcasts on CIPA and Filtering

As a result of the CIPA ruling, many libraries had to consider filters and the issues surrounding their use. A great deal of new information had to be quickly communicated to many people spread out over a very large state. In January and February the State Library embarked on an adventure, offering webcasts instead of workshops or in-person meetings. A webcast is a live

presentation that is available anywhere there is an Internet connection. Eight sessions were offered on four related topics. 178 participants logged in from their own computers to join the webcasts. Participants appreciated the convenience of not having to be out of the office for a day. Webcasts will be considered for future topics.

For additional information on the Master Trainer program or continuing education opportunities, contact Raye Oldham in Library Development by phone at 919/807-7423 or by e-mail at <roldham@library.dcr.state.nc.us>.



NC LIVE

The NC LIVE Librarians Working Group (LWG) announced the completion of negotiations to renew the existing NC LIVE resources through December 2005, with agreements subject to the signing of the licenses by the four NC LIVE Communities of Interest. The single change will be that Bowker will offer Books in Print (formerly licensed through Gale) with a new search interface when the new licenses go into effect on May 1, 2004.

The LWG took this action to stabilize the collection while NC LIVE seeks additional funds from the General Assembly. NC LIVE's funding from the legislature has remained the same since the original appropriation in the 1997 legislative session, with the private universities and colleges contributing the actual cost of their participation each year.

Without additional public funding, the available money will not be adequate to maintain current resources in the future. The State Library is submitting a budget request to the Governor and the General Assembly for an additional \$2 million for NC LIVE. These funds, if appropriated, will assure the continuation of NC LIVE at its current level and may enable the addition of a limited number of new resources. The North Carolina Library Association and the North Carolina Public Library Directors Association are working together to gain support for the request, which is the top legislative priority for both groups for the 2004 Short Session.

Youth Services

Public Library Quiz Bowl

Students from more than 240 public high schools, private high schools, and home schools across the state participated in Local competitions between December 2003 and mid-February 2004. The winners of those competitions went on to participate in eight District competitions on March 20th, and the victors of those 8 matches will advance to the State Finals to be held on Saturday, April 24th.



As in years past, the Finals will be held at the WUNC-TV studios in Research Triangle Park and will, once again, be broadcast live from 1 to 3 p.m. This year's Finals will be judged by David Olson, Deputy Secretary for Arts and Libraries, Dept. of Cultural Resources; Beverley Abel, Producer/Announcer at WUNC Radio; and Patrick Andrew King of the NC Academic Team Association at NC State University. The success of all Quiz Bowl competitions depends on the quality of questions asked and, using an online form, you, too, can contribute questions to the database. Just go to <<http://statelibrary.dcr.state.nc.us/Forms/qbowl.htm>> and fill in the form.

Statewide Summer Reading Program

The first year of North Carolina's participation in the Collaborative Summer Library Program (CSLP) is off to a great start. The material for the 2004 Program, "Discover New Trails @ Your Library," has

arrived at libraries across the state. Jim Rosinia, Youth Services Consultant, has been pleased with the positive comments he's hearing from youth services librarians—about the quality and wide selection of materials available from vendor Highsmith/Upstart. This year, a new system of vouchers was implemented to

support the purchase of material and the system has also been receiving high marks.

On March 15th, 74 youth services librarians attended a workshop in Hickory and, on March 22nd, 170 librarians attended a similar workshop in Raleigh. At these workshops, members of the Summer Reading Committee offered sessions on puppetry and the use of flannelboards in programs and also previewed



recommended CDs for use in storyhours and discussed ways of using music.

In April, Rosinia will represent North Carolina at the annual meeting of the Collaborative Summer Library Program to begin work on the 2005 program, "Dragons, Dreams and Daring Deeds." Popular and nationally known illustrator Steven Kellogg will create artwork for program material.

Jim Rosinia may be contacted by phone at 919/807-7425 or by e-mail at <jrosinia@library.dcr.state.nc.us>.



Virtual Reference

February 16th marked the "quiet" launch of an exciting new service for the public: *NCKnows* is a chat-based reference service that lets the public ask questions live on-line with a reference librarian. Eight public libraries are contributing staff to the project: Cumberland County Public Library & Information Center, Forsyth County Public Library, Greensboro Public Library, Haywood County Public Library, High Point Public Library, Polk County Public Library, Public Library of Charlotte & Mecklenburg County, and Wake County Public Libraries. They are joined by librarians from 10 North Carolina community college and academic libraries.

All librarians work from their own offices when it's their turn to staff the "virtual reference desk." Just as with an in-person visit to a library, the patron asks a question and the librarian provides answers or guides them to web sites that will match their information needs. The underlying software allows the librarian and patron to view the same web page at the same time and lets the librarian create pointer arrows on the web page to show the patron where to click (it's difficult to describe but it makes sense once you see it in use).

The service will be available to anyone who clicks on an *NCKnows* link from a library's web page, and libraries throughout the state will be encouraged to add the link. Go directly to <ncknows.org> to try it out. Since the service is brand new, your comments will be helpful. Please send them to Jeanne Crisp, Chief, Library Development Section, State Library of North Carolina, <jcrisp@library.dcr.state.nc.us>.

Public Library Statistics

The Federal-State Cooperative System (FSCS) adopted the following new data elements and libraries will be requested to report these numbers on the 2003-2004 annual survey.

- **Print Materials Expenditures:** Report all operating expenditures for the following print materials: books, serial back files, current serial sub-scriptions, government documents, and any other print acquisitions.
- **Other Materials Expenditures:** Report all operating expenditures for other materials, such as microform, audio, video, DVD, and materials in new forms.
- **Capital Revenue:** Report all revenue to be used for major capital expenditures. Examples include funds received for (a) site acquisition; (b) new buildings; (c) additions to or renovation of library buildings; (d) furnishings, equipment, and initial book stock for new buildings, building additions, or building renovations; (e) library automation systems; (f) new vehicles; and (g) other one-time major projects. Include federal, state, local, and other revenue to be used for major capital expenditures. Exclude revenue to be used for replacement and repair of existing furnishings and equipment, regular purchase of library materials, and investments for capital appreciation. Exclude contributions to endowments, income passed through to another agency (e.g., fines), or funds unspent in the previous fiscal year (e.g., carryover). Funds transferred from one public library to another public library should be reported by only one of the public libraries.
- **Electronic Books (E-Books):** E-books are digital documents (including those digitized by the library), licensed or not, where searchable text is prevalent, and which can be seen in analogy to a printed book (monograph). Include non-serial government documents. E-books are loaned to users on portable devices (e-book readers) or by transmitting the contents to the user's personal computer for a limited time. Include e-books held locally and remote e-books for which permanent or temporary access rights have been acquired. Report the number of physical or electronic units, including duplicates, for all outlets. For smaller libraries, if volume data are not available, the number of titles may be counted. E-books packaged together as a unit (e.g., multiple titles on a single e-book reader) and checked out as a unit are counted as one unit. Note: Under this category report only items the library has selected as part of the collection and made accessible through the library's Online Public Access Catalog (OPAC).
- **Databases:** Report the number of databases, including locally mounted or remote, full-text or not, for which temporary or permanent access rights have been acquired. A database is a collection of electronically stored data or unit records (facts, bibliographic data, abstracts, texts) with a common user interface and software for the retrieval and manipulation of the data. Note: The data or records are usually collected with a particular intent and relate to a defined topic. A database may be issued on CD-ROM, diskette, or other direct access method, or as a computer file accessed via dial-up methods or via the Internet. Include such services as EBSCO Host and OCLC FirstSearch, but do not include other electronic serial databases (e.g., Project MUSE, OCLC ECO Project). Report the number of database licenses (subscription or one-time purchases). Each licensed database product is counted individually even if access to several licensed database products is supported through the same interface (e.g., ProQuest, OCLC FirstSearch).
- **Current Electronic Serial Subscriptions:** Report the number of current electronic, electronic and other format, and digital serial subscriptions (e-serials, e-journals), including duplicates, for all outlets. Examples include periodicals (magazines), newspapers, annuals, some government documents, some reference tools, and numbered monographic series distributed in the following ways: (a) via the Internet (e.g., HTML, PDF, JPEG, or compressed file formats such as zipped files), (b) on CD-ROM or other portable digital carrier, (c) on databases (including locally mounted databases), and (d) on diskettes or magnetic tapes. Electronic serial subscriptions include serials held locally or remote resources that the library has authorization to access, including those available through statewide or consortia agreements. Do not include subscriptions to indexing and abstracting databases that include full-text serial content (e.g., EBSCO Host, ProQuest, OCLC FirstSearch).

In addition to these new elements, several existing data elements and definitions have been modified to improve accuracy and to relate to the new elements—information will be provided with the annual survey instruction and worksheet, including guidance on counting NC LIVE resources (databases and e-books). The 2003-2004 survey will be available in mid-July and libraries will again submit their data using Bibliostat Collect. Passwords and user IDs will be e-mailed as soon as the survey is available.

If you have questions about the annual library survey, contact Timothy Owens in Library Development by phone at 919/807-7424 or by e-mail at <towens@library.dcr.state.nc.us>.